

**DEVELOPING A PUBLIC POLICY  
APPROACH TO SOCIAL MEDIA  
MONITORING DURING HUMANITARIAN  
CRISES- AGRADIP DUTTA**



# MOTIVATION FOR THE RESEARCH

There is a perceived gap in the manner at which social media monitoring are being conducted by the crisis response organization particularly in terms to generating public value outcome.



# OUTLINE OF THE PAPER

This presentation will be divided in three parts :

- The kind of **Opportunities** that use of social media brings to the humanitarian organization
- Applies the **Value Based Policy Framework** as a method for organizations using social media platforms during crises situation
- **Policy recommendations**



# MAIN ARGUMENT OF THE PAPER

Organizations can better install standards of accountability and democratic principles both in its operation and structure by applying the **Public Value Policy Framework**. Thus giving them the scope to balance efficiency with satisfaction of citizens needs



# RESEARCH METHODOLOGY

- **Qualitative Research methods**
- **Literature reviews**
- **Case study approach**( Ushahidi, Syria Tracker, and crisis management programs that relied of such technology)

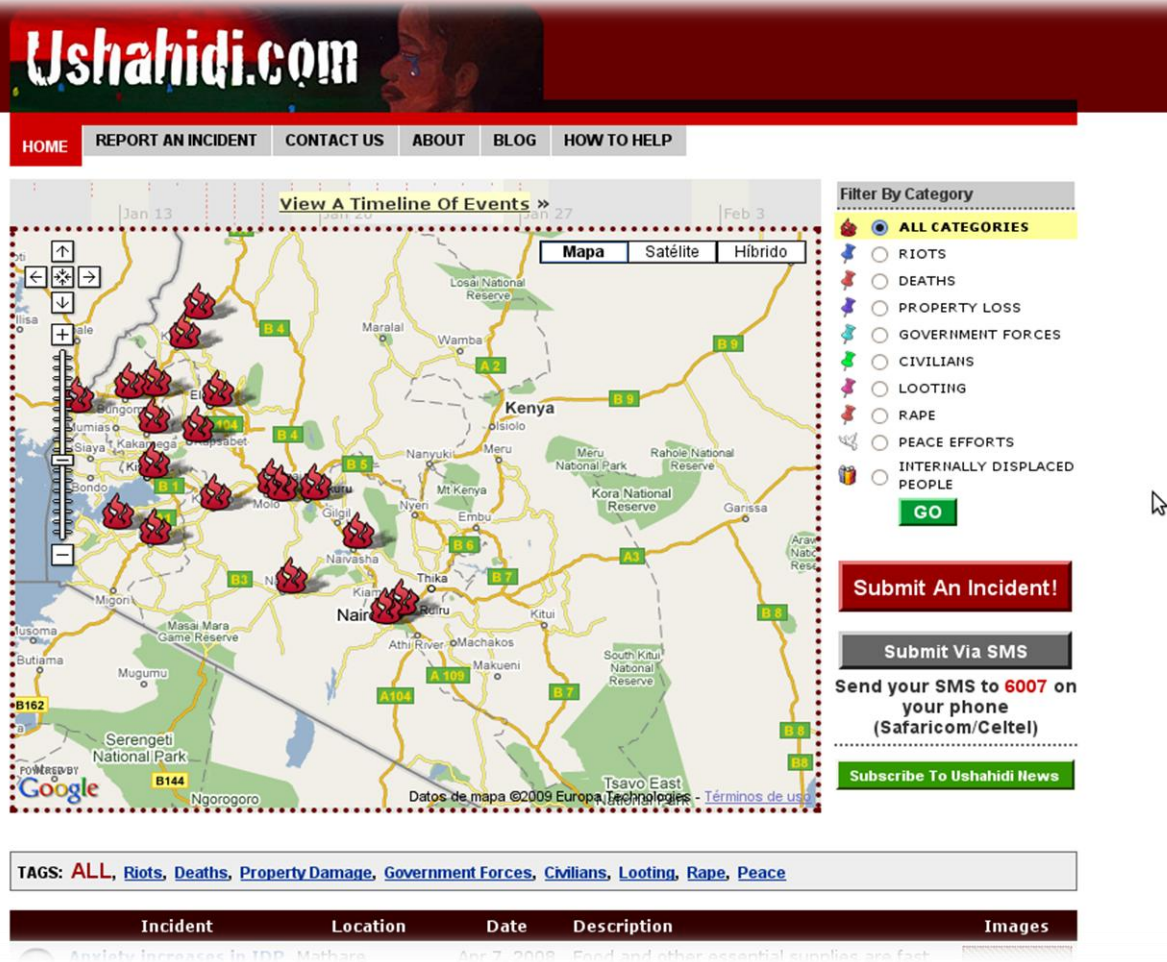


# FEATURES OF SOCIAL MEDIA MONITORING

- Allows crisis response planners to develop a **context driven approach**
- Medium that brings out **popular opinion** and **public preferences**
- Provides scope to **aggregate data**



# USHAHIDI APPLICATION-USING SOCIAL MEDIA TO CREATE CRISIS MAP



**Ushahidi.com**

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Incident	Location	Date	Description	Images
...	...	...	...	...



# RISKS

- Lack of filtering capacity often leads to **disinformation**
- **Privacy and Security** threats need to be protected
- **Information overload** and managing of **public expectations** could be a challenge





# APPLYING THE POLICY APPROACH

**Public Value Model:** Public value asks public officials to consider the benefits and costs of public services not only in terms of dollars and cents, but also in terms of how government actions affect important civic and democratic principles such as equity, liberty, responsiveness, transparency, participation, and citizenship

(Mark Moore, Recognizing Public Value, 2012)



# PUBLIC POLICY FRAMEWORK

## Public Value Outcome

- Policy objectives
- Unintended consequences (both positive and negative)
- Financial and social costs

## The Authorizing Environment

- Status of key legislative and public policy proposals
- Establishing accountability process
- Consensus based decision making

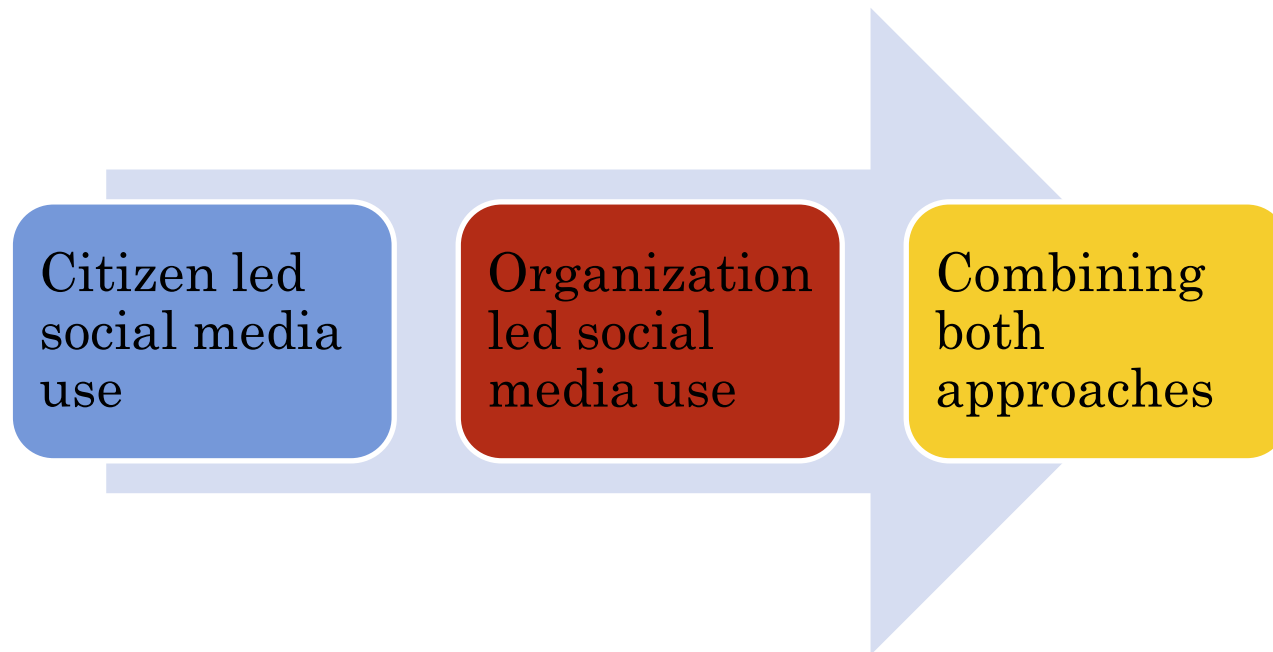
## Operational Capacity

- Continuous improvement methodology
- Flow of resources to the organization
- Performance measurement



# POLICY PROCESS

Public policies of relief agencies that are using social media in risk and crisis communication could rely such policy process.



# POLICY RECOMMENDATIONS

- Policy adopted should set precedent for more stringent ethical guidelines
- Organizations using this technology need to follow a more structured approach
- Policy Considerations must be made towards communities that are not digitally engaged



QUESTIONS AND COMMENTS

THANK YOU

